

LOUISIANA TECHNOLOGY INNOVATIONS FUND – ANNUAL REPORT

March 17, 2004

I DEPARTMENT/AGENCY

Division of Administration
Office of Electronic Services

II PROJECT TITLE

Louisiana E-Mall

III PROJECT LEADER

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IV DESCRIPTION OF THE PROJECT

The Office of Electronic Services contracted with IBM as the Internet E-Commerce Service Provider to provide turnkey services to allow state government to operate an electronic mall with varied storefronts operated and managed by individual Agencies. The E-Mall is accessible over the Internet through agency Web pages, the Louisiana Services Directory, and the *Louisiana.gov* home page. The E-Mall makes the following services available to state agencies:

- Host Services and agency stores, including necessary E-Commerce hardware, software, and data communications.
- Tools to allow agencies to remotely configure and manage their individual stores.
- Consulting services support for Agencies in their implementations of storefronts to use custom forms and to interact with agency databases.
- Tools and support to facilitate Internet-based credit card processing and other electronic formats (i.e., e-checks) for interacting with the "State Bank" designated by the State's Treasurer's Office in accordance with state legislation and regulations.

Five agencies participated in the Initial Phase of this project that was focused on getting the basic E-Mall and the agency storefronts to an operational status. The initial agencies include Department of Transportation And Development (DOTD), Louisiana Department of Insurance (LDOI), Department of Economic Development (DED), Louisiana Real Estate Commission (LREC), and Division of Administration's Office of State Register (OSR). Once underway, the Office of Motor Vehicle OMV) joined the project adding four of their key online services. In addition, OMV added interactive voice response (IVR) as a channel for accessing services via the E-Mall.

V POST IMPLEMENTATION STATUS

- a. Use of the E-Mall has increased steadily since initial implementation in 2002. In 2003, the number of transactions handled for the same applications increased by 40% per month over 2002 with a total of more than 150,000 transaction for the year in 2003. In 2004 the monthly transaction volumes are 30% greater than for 2003.
- b. Since inception the E-Mall has handled more than 250,000 transactions valued at \$11.25 million.
- c. In order to provide a more cost effective service, the E-Mall support services and legacy applications will be migrated from outsourced hosting to in-house hosting by July 1, 2004. This hosting change will provide a significantly more attractive transaction cost model. As a result, OES is currently working with six agencies to implement delivery of their services online using in-house hosted E-Mall support functions. All six agencies' online applications are scheduled to be operational by the end of 2004.
- d. Current projections estimate the E-Mall will support over 200,000 transactions in 2004, growing to more than 400,000 by 2006.